



Trans-Lake Washington Project

Transportation Demand Management

Proposed TDM Element for Action Alternatives

Overall Goal: A minimum of 20% of all corridor trips using HOV, transit, or other alternative transportation choices.

Recommendations: Implement an adaptable management plan, based on;

- 1) Expand commute trip reduction programs with target of 60% non-HOV use for CTR employees, 70% for non-CTR employees
 - A) *Employer Based Commute Trip Reduction (\$70-100 Million)*
 - B) *Transportation Management Associations (\$10-15 Million)*
 - C) *Vanpooling - 5 fold increase (450 vanpools) • (\$15-20 Million)*
- 2) Develop public information, education, and promotion programs (\$15 Million)
- 3) Encourage TDM supportive land use (\$20 Million)
- 4) Encourage public/private incentives (\$10 Million)



TDM & Land Use Corridor Agreement

- Develop “framework” agreement by Fall 2002
- Agreement will be linked to similar agreement for I-405
- Purpose & goals
 - Trip reduction goals & actions with monitoring, evaluation, and adjustment
 - Focus on goals and actions in key activity areas
 - Link goals, actions, and funding
- Implementation actions
 - TDM element within preferred alternative
 - Land use
 - TDM, TSM, Transit & Transportation